

METHOD AND SYSTEM FOR WEB USER PROFILING AND SELECTIVE CONTENT DELIVERY

Abstract of the Disclosure

A method and system are provided for accurately and anonymously profiling Web users and for selectively delivering content such as advertisements to users based on their profiles. The system uses behavioral information preferably collected at the users' point of connection to the Internet to anonymously profile their interests and demographics. It accurately matches and delivers content to the users to which they will likely be most receptive. Advertisers can use the system to launch effective advertising campaigns delivering selected Web content to chosen target audiences. The system uses feedback from users to determine the effectiveness of an advertising campaign and allows dynamic modification of the advertising campaign by, e.g., altering the target audience, to optimize results.